COME IN, during Red Cross Shoe Demonstration Week, let us analyze the particular character of *your* foot, determine the last *you* need for new and joyous foot happiness. Even if you're not planning to buy shoes, immediately, come in for this marvelous demonstration, this week.

America's unchallenged shoe value at

GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)

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ONE CENT
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POST CARD

I've discovered proper fit is more than length and width.

I've found the one best last for my foot.

Now, I'm getting all my shoes made over the same basic last.

REVELATION

EXECUTIVE

FOUNDATION No. 1

Red Cross Shoe

DEMONSTRATION WEEK OCTOBER 7 to 12

EXERCISER No. 2

PRESCRIPTION SHOE

THE UNITED STATES SHOE RED CROSS SHOE CINTURA ARCH MADE ON REGISTERED AND EXCLUSIVE "ARCH" LASTS